

How to Promote Your Wake to Wellness Successes and Activities

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Teleconference Slides

What is Public Relations (PR)?

- Basic Definition – a form of communication primarily directed toward gaining public understanding
- PR uses a variety of methods to enhance the relationship between organizations and its target audience.
- Public relations serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges and religious.

PR & Your School Program

■ What is Your Goal?

■ Public Awareness

Educate Parents, Teachers, Community Members

■ Accolades for the School

Raise Awareness & Invite Future Opportunities & Assistance

■ Personal Motivations

Pat Yourself on the Back

■ Raise Morale

Praise & Motivate (teachers, students, parents)

Define a Target Audience

- Your “Audience” is the type of person or group of people you want to build a relationship with in order to increase awareness, change perceptions, build knowledge.
- Examples: Parents, Teachers, Students, Civic Organizations, Businesses, Funding Sources

More than Media Relations

- *Receiving News Coverage is one good way to spread the word about your program, but it is NOT the only way!*

Communications Tools

Newsletters

Printed
Online/E-News
Internal/External

Websites

School's
Links to Others
NC PTA

Special Events

Speaking Opportunities
Open House
PTA Meetings
Health Fairs

What Else?

Getting in “The News”

- Before you decide it's time to contact the media, ask yourself these questions:
 - What “news” do I know that others would want to know?
 - Who (what audience) would be most interested in my story?
Is this a target audience?
 - Is my news “time-sensitive?”
 - Am I prepared to provide details, interviews, and photography opportunities?
 - What is the media protocol for the organization(s) or institution(s) that this news represents?

News Opportunities: Being Proactive & Reactive

- When you have good news, ask yourself if the public should know about it. For example, when you receive a donation or have a special visitor, reach a particular milestone, etc.
- You can invite media to special events which help “tell your story.” For example, ribbon cutting, ground breaking, awards ceremony, etc.

More About News Opportunities

- If you read, see or hear of something in the news that relates to your program, you may have a “proactive” opportunity to provide a reporter with information about your program. *(NOTE: This may not require a news release, but you should be prepared to provide program details in a timely manner.)*
- Creating Fact Sheets and posting basic information on your school’s website will position you for news opportunities.

Media Relations Tools

- **News Release** – used to announce something important (the news) and provide the most important facts.
- **Media Advisory** – used to notify media and invite them to cover an specific event. This covers the basics and helps them plan ahead; it is not the same as a news release.
- **Fact Sheet** – used to provide more supplemental information separate from the essential news. This can also be used for audiences other than media.

Contacting the Media

■ Plan Ahead

- Writing & distributing a news release can take time.
- Plan ahead as soon as you think of something “newsworthy.”

■ Understand Media Schedules & Preferences

- Depending on which media you wish to contact, find out their deadlines and preferred method of receiving information and news releases.
- Remember: Editors & reporters work on a rigorous deadline schedule.
- Timing can be everything!

■ Don't Be Afraid of the Media

- When you contact the media or send them information, you are providing a service.

Contacting the Media-cont.

■ Follow-Up

- Call to make sure the right person has received your information and ask if they need additional details.
- Remember that they are always inundated with information.

■ Maintain a relationship with local media

- Maintain a current list of your local media contacts.
- Keep these media contacts informed about your project – not necessarily in the form of a press release; a friendly email works well.

Use Your Resources

- Templates & Resources are available to get you started (see W2W website):
 - Fact Sheets
 - News Release
 - Press Release Tips
- Use the Listserv to Tell Your Story!
 - Spread the word quickly by using the Wake to Wellness listserv - don't be shy to brag about your program's success!
 - Link to listserv can be found on W2W website

Use Your Resources-cont.

- WCPSS may be a good resource; you should follow their preferred PR procedures.
- Lara Khalil and Anita Blomme are available to help:
 - Plan ahead
 - Review
 - Edit
 - Spread the Word
 - Contact Media

Communicating is the Key!

Practice Telling Your Story:

To your peers

To supporters

To strangers

To yourself

Contact Information

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